ABSTRACT OF THE DISCLOSURE

A method for driving a liquid crystal display device including a plurality of row electrodes and a plurality of column electrodes, a scanning voltage being applied to each of the plurality of row electrodes, a signal voltage being applied to each of the plurality of column electrodes, and the plurality of row electrodes intersecting the plurality of column electrodes, the method comprising the steps of: a) determining, for each of the plurality of column electrodes, correction data for correcting the signal voltage based on an increment or decrement of an effective voltage value between each of the plurality of row electrodes and the plurality of column electrodes; and b) applying a correction voltage for correcting the signal voltage to each of the plurality of column electrodes in accordance with the correction data. An increment or decrement of the effective voltage value includes at least either of i) an increment or decrement of an effective voltage value due to at least either a blunt waveform or induced distortion of the signal voltage or ii) an increment or decrement of an effective voltage value due to at least either a blunt waveform or induced distortion of the scanning voltage.